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Canada. Statistics
Miscellaneous results of the
census of merchandising and
service establishments

1933



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CANADA

DOMINION BUREAU OF STATISTICS

CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

MISCELLANEOUS RESULTS *(later)*

of the

CENSUS OF MERCHANDISING

and

SERVICE ESTABLISHMENTS

1933

General publications

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DOMINION BUREAU OF STATISTICS - CANADA

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Miscellaneous Results of the
Census of Merchandising and Service Establishments, 1933

This bulletin brings together some miscellaneous results of the Census of Merchandising and Service Establishments, 1933. The reports that have already been published for this census contained, in the main, statistics for the sales of retail and wholesale establishments for the years 1930 to 1933, based on the returns of ~~establishments~~ furnishing figures for the period. The present bulletin contains statistics, derived in a somewhat similar manner, of payrolls and stocks of retail and wholesale establishments. In addition, there are tables showing the trend and distribution of sales for establishments classed as "other wholesalers" for census purposes.

Retail Trade

The total retail sales of the Dominion as a whole declined from \$2,755,569,900 in 1930 to 64.5 per cent of that amount, or \$1,776,884,000, in 1933. During the same interval, salaries and wages paid to employees engaged in retail trading establishments declined from \$257,855,600 to 69.7 per cent of that figure, or \$179,847,000. These wage figures include payments made to both full-time and part-time employees, but they do not include the compensation of proprietors actively engaged in their own stores. Stocks on hand in all retail stores at the end of 1930 amounted to \$483,627,500 and at the end of 1933 the corresponding figure was \$377,020,000 or 78.0 per cent of the former amount. The declines in sales, salaries and wages, and stocks on hand over the three-year period are thus seen to be 35.5 per cent, 30.3 per cent and 22.0 per cent, respectively.

Table 1 presents a comparison of the value of sales and payroll costs for 1930 and 1933, first, by provinces and, second, for each of the broad kind-of-business groups which are used in the Census of Retail Merchandising Establishments. In each case the percentage decrease in wages is seen to be less than the corresponding decrease in retail sales. The decrease in the value of retail sales may be attributed both to a decrease in the volume of commodities sold and also to a decline in the retail price levels. The reduction in the total wage bill is due to a combination of several factors: fewer employees, lower rates of pay, shorter working hours, the replacement of full-time employees by those on a part-time basis, and the replacement of paid employees by proprietors who, in 1930, devoted less or none of their time to their retail business. A fairly direct relationship is found to exist between the percentage decreases in sales and the corresponding reductions in wage payments, those provinces and those business groups experiencing the smallest decreases in sales also showing the lowest reductions in salaries and wages paid to employees.

In Table 2 a comparison is made for the retail trade as a whole and also for a number of selected kinds of business of the value of sales in 1930 and 1933 and of the value of the stocks on hand at the end of each of these two years. Here, again, the percentage decrease in the value of stocks on hand is considerably less in each case than the decline in sales for the corresponding kind of business. But from the data shown in Table 2, no definite relationship can be seen for the different kinds of business as between decrease in sales volume

DOMINION BUREAU OF STATISTICS - CANADA

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Editor: E. A. Tamm, U.S. S.

Consolidated Statement of the Dominion Bureau of Statistics, 1930

This publication contains a consolidated statement of the Dominion Bureau of Statistics for the year 1930. It is a summary of the work of the Bureau and is intended to provide a general overview of the statistical information collected and published by the Bureau during the year. The statement is divided into two main parts: a general statement of the work of the Bureau and a statement of the results of the work. The general statement is divided into three sections: a statement of the work of the Bureau in the field of statistics, a statement of the work of the Bureau in the field of research, and a statement of the work of the Bureau in the field of publication. The statement of the results of the work is divided into two sections: a statement of the results of the work in the field of statistics and a statement of the results of the work in the field of research.

General Statement

The Dominion Bureau of Statistics was established in 1870, and has since that time been engaged in the collection and publication of statistical information. The Bureau has a long and distinguished history, and its work has been of great value to the Government and to the public. The Bureau has a wide range of responsibilities, and its work is carried out in a number of different fields. The Bureau is responsible for the collection and publication of statistical information in the field of agriculture, in the field of commerce, in the field of industry, in the field of population, and in the field of social statistics. The Bureau is also responsible for the collection and publication of statistical information in the field of research, and for the collection and publication of statistical information in the field of publication.

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and reduction in the value of stocks on hand at the end of the year. For hardware stores and furniture stores in particular, the reduction in the value of stocks on hand is much less in proportion to the decline in value of sales than for the other kinds of business for which figures are shown.

Wholesale Trade

Table 3 presents a comparison of sales, payrolls and stocks for the years 1930 and 1933 for those wholesale firms which furnished information for both years. The sales indexes for certain trades in 1933 will be found to differ from those already published as the sales of the firms whose figures are included in Table 3 form only a part of the total wholesale trade. A comparison of the indexes for sales, payrolls and stocks shows that sales generally tended to decline more than payrolls or stocks and that stocks fell the least of the three series. For all firms reporting, sales fell 32.1 per cent between 1930 and 1933, payrolls declined 30.2 per cent, and the value of stocks 23.6 per cent in the period.

The relative movements in the various fields of trade differed greatly in the period under review. Sales for reporting establishments in the machinery, equipment and supplies trade dropped 66.2 per cent, payrolls declined 51.9 per cent, but the value of stocks fell only 23.3 per cent. The declines in the indexes are a resultant of two factors, one the loss in volume and the other the decline in prices. In the case of salaries and wages, these two factors are represented by declines in rates of payment and smaller numbers of employees or shorter working periods.

The indexes for trades handling staple products - such as drugs, coal and coke, and foods - do not show as large declines as those for the dealers in construction or building materials or durable consumers' goods. The indexes of sales and stocks for the chemicals and paint group actually stand higher in 1933 than in 1930, which indicates a more rapid revival in this field of trade than in others.

In the census for the year 1930, statistics were secured from all types of wholesale distributors, including agents, brokers and manufacturers' sales outlets. Owing to the difficulty of collecting information from firms which do not actually take title to the goods they sell, most of the specialized types of distributors were excluded from the census of 1933. It was decided, however, to secure reports from those manufacturing concerns which maintained sales branches and which sold to a considerable extent directly to the retail trade. Table 4 presents the sales figures for the establishments furnishing information for the period 1930 to 1933. The value of the sales given will serve as an indication of the proportion of the trade in the respective fields which is handled by the reporting establishments.

Table 5 shows the sales of farm machinery in Canada by provinces for the period under review. The sales are those of the larger wholesale dealers and manufacturers with distributing branches.

The channels through which certain wholesale establishments distribute goods are shown in Table 6. Only two trades among the wholesalers proper have been analyzed. The distribution of sales of wholesale dealers in coal and coke (chiefly in Ontario and Quebec) is shown in the first part of Table 6. Almost 30 per cent of the sales of the establishments reporting is made to other wholesale dealers, while 33.6 per cent of their trade is with industrial firms. Included with wholesalers proper in the meat trade are the packing houses which maintain distributing branches. Only 3 per cent of the reported sales is made to jobbers or wholesale dealers while 57.6 per cent is made to independent retailers and 13.6 per cent to chain or department stores.

A separate analysis is made of sales of dealers in petroleum products in Table 7. Included in this table are figures for refining companies which have marketing organizations. An interesting feature in Table 7 is the figures for sales to farmers or other primary producers. For Canada as a whole, almost 12 per cent of the sales is in this class. In the Prairie Provinces, however, the proportion is much higher.

Theatre Receipts by Cities

The receipts of motion picture theatres in cities in which three or more theatres furnished reports in 1930 and 1933 are shown in Table 8. The statistics of motion picture theatres by provinces have already been published in a separate bulletin.

Table 1.--Comparison of Total Retail Sales and Total Salaries and Wages Paid to Employees, 1930 and 1933, by Provinces and by Kind-of-Business Groups

Province and Group	Sales			Salaries and Wages		
	1930	1933	Ratio, 1933 to 1930	1930	1933	Ratio, 1933 to 1930
	\$	\$	%	\$	\$	%
Prince Edward Island	13,773,700	8,742,000	63.5	920,600	706,000	76.7
Nova Scotia	99,519,900	69,349,000	69.7	7,269,900	5,576,000	76.7
New Brunswick	84,371,900	52,445,000	62.2	6,408,200	4,751,000	74.1
Quebec	651,138,500	421,141,000	64.7	61,758,400	43,597,000	70.6
Ontario	1,099,990,200	737,000,000	67.0	106,538,900	76,632,000	71.9
Manitoba	189,243,900	120,322,000	63.6	19,597,800	13,502,000	68.9
Saskatchewan	189,181,100	104,123,000	55.0	14,916,300	9,051,000	60.7
Alberta	176,537,100	108,277,000	61.3	15,563,100	10,220,000	65.7
British Columbia	248,597,500	153,719,000	61.8	24,521,300	15,584,000	63.6
Yukon and Northwest Territories	3,216,100	1,766,000	54.9	361,100	228,000	63.1
CANADA, TOTAL	2,755,569,900	1,776,884,000	64.5	257,855,600	179,847,000	69.7
Food group	615,476,100	431,165,000	70.1	41,384,100	33,190,000	80.2
Country general stores ..	228,803,800	151,233,000	66.1	9,832,200	7,128,000	72.5
General merchandise group	451,542,500	313,258,000	69.4	56,455,700	43,527,000	77.1
Automotive group	381,959,300	218,484,000	57.2	35,766,700	21,996,000	61.5
Apparel group	219,968,600	147,085,000	66.9	22,592,200	15,249,000	67.5
Building materials group	162,237,100	82,797,000	51.0	16,249,200	9,457,000	58.2
Furniture and household group	101,665,900	50,634,000	49.8	14,526,000	8,366,000	57.6
Restaurants, cafeterias and eating places	75,977,100	41,666,000	54.8	14,125,300	8,065,000	57.1
Other retail stores	517,939,500	340,561,000	65.8	45,779,600	32,869,000	71.8

The salary and wage figures given above include both full-time and part-time employees. The value of proprietors' services has not been included.

Table 2.--Comparison of Total Retail Sales and Stocks on Hand, 1930 and 1933
(All Stores and Selected Kinds of Business)

Kind of Business	Total Sales		Ratio, 1933 to 1930 %	Stocks on Hand		Ratio, 1933 to 1930 %
	1930 \$	1933 \$		1930 \$	1933 \$	
All Stores, Total	2,755,569,900	1,776,884,000	64.5	483,627,500	377,020,000	78.0
Grocery and combination stores	405,403,400	297,306,000	73.3	34,621,500	30,422,000	87.9
Country general stores	228,803,800	151,233,000	66.1	76,116,700	58,926,000	77.4
Department stores	355,258,600	241,665,000	68.0	51,451,500	37,200,000	72.3
Men's and boys' clothing and furnishings.....	72,110,500	44,520,000	61.7	26,664,100	17,889,000	67.1
Family clothing stores	42,144,100	31,593,000	75.0	16,790,100	13,086,000	77.9
Women's apparel and accessories	69,806,000	44,688,000	64.0	16,004,300	12,764,000	79.8
Shoe stores	35,908,000	26,284,000	73.2	14,407,200	11,203,000	77.8
Hardware stores	70,891,700	42,745,000	60.3	28,151,100	23,838,000	84.7
Furniture stores	41,016,500	23,074,000	56.3	12,730,900	10,166,000	79.8
Drug stores	76,848,900	57,068,000	74.3	23,366,400	20,467,000	87.6

Table 3.--Wholesalers Proper - Indexes of Sales, Payrolls and Stocks,
by Kinds of Business for Firms Furnishing Information
for Both 1930 and 1933

Kind of Business	Sales		Salaries and wages of employees		Stocks on hand	
	1930	1933	1930	1933	1930	1933
TOTAL	100.0	67.9	100.0	69.8	100.0	76.4
Amusement, photographic and sporting goods	100.0	53.0	100.0	77.5	100.0	71.1
Automotive	100.0	63.7	100.0	76.6	100.0	78.9
Chemicals and paints (chiefly industrial chemicals)	100.0	104.9	100.0	81.6	100.0	122.2
Drugs and drug sundries	100.0	79.0	100.0	71.6	100.0	86.4
Coal and coke	100.0	89.2	100.0	79.8	100.0	104.4
Dry goods and apparel	100.0	65.1	100.0	60.0	100.0	61.8
Electrical	100.0	45.7	100.0	62.5	100.0	73.2
Farm supplies	100.0	54.0	100.0	78.0	100.0	80.1
Foods(1)	100.0	75.3	100.0	77.0	100.0	83.1
Furniture and house furnishings .	100.0	46.3	100.0	51.8	100.0	44.7
General merchandise	100.0	58.9	100.0	63.0	100.0	79.7
Hardware	100.0	57.7	100.0	64.3	100.0	72.8
Jewellery and optical goods	100.0	68.6	100.0	64.2	100.0	88.5
Leather and leather goods	100.0	74.3	100.0	82.0	100.0	78.9
Lumber and building materials ...	100.0	37.1	100.0	44.3	100.0	64.0
Machinery, equipment and supplies	100.0	33.8	100.0	48.1	100.0	76.7
Metals and metal work	100.0	44.2	100.0	55.7	100.0	75.5
Paper and paper products	100.0	77.1	100.0	72.2	100.0	78.9
Petroleum products	100.0	70.8	100.0	82.5	100.0	77.1
Plumbing and heating equipment and supplies	100.0	43.8	100.0	49.0	100.0	74.4
Tobacco and confectionery	100.0	69.6	100.0	72.7	100.0	70.8
All other	100.0	80.2	100.0	75.4	100.0	77.3

(1) Does not include figures for packing houses or branches.

Table 4.-Other Wholesalers (1) - Total Sales and Sales Indexes for Selected Kinds of Business
for Firms Furnishing Information for the Period 1930 to 1933

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)			
	1930	1931	1932	1933	1930	1931	1932	1933
	\$	\$	\$	\$				
Tires (including rubber goods) -								
Canada	54,256,200	37,491,500	36,567,900	26,174,700	100.0	69.1	49.0	48.2
Maritime Provinces	2,335,400	1,947,700	1,294,800	1,377,600	100.0	83.4	55.4	59.0
Quebec	12,230,200	9,449,100	5,759,700	6,357,200	100.0	77.3	47.1	49.5
Ontario	31,413,900	19,807,800	14,390,300	14,030,600	100.0	63.1	45.9	44.7
Prairie Provinces	6,776,600	5,141,200	4,287,000	3,301,900	100.0	75.9	63.3	56.1
British Columbia	1,499,200	1,146,700	836,100	907,400	100.0	76.5	55.8	60.5
Chemicals and Paints (chiefly paints) -								
Canada	11,289,600	8,423,300	6,626,600	6,108,200	100.0	74.6	58.7	54.1
Maritime Provinces	634,500	506,100	368,100	317,100	100.0	79.8	58.0	50.0
Quebec	4,696,700	3,617,500	2,645,100	2,398,900	100.0	77.0	56.3	50.9
Ontario	3,271,600	2,370,200	2,066,100	1,926,400	100.0	72.4	63.2	58.9
Prairie Provinces	1,576,000	1,003,100	858,900	827,100	100.0	63.6	54.5	52.5
British Columbia	1,110,800	926,400	688,400	648,700	100.0	83.4	62.0	58.4
Drugs and Drug Sundries -								
Total	10,540,500	8,955,200	7,934,600	8,658,300	100.0	85.0	75.3	82.1
Shoes (chiefly rubber footwear) -								
Canada	7,883,900	6,223,000	5,380,400	5,749,500	100.0	78.9	68.2	72.9
Maritime Provinces	814,800	703,100	612,000	682,700	100.0	86.3	75.1	83.8
Quebec	2,988,600	2,128,300	1,852,800	2,085,000	100.0	71.2	62.0	69.8
Ontario	2,731,400	2,251,100	1,797,900	1,822,300	100.0	82.4	65.8	66.7
Prairie Provinces	818,000	697,300	753,200	806,900	100.0	85.2	92.1	98.6
British Columbia	531,100	443,200	364,500	352,600	100.0	83.4	68.6	66.4

(1) Chiefly manufacturers with general sales offices and sales branches.

Table 4.--Other Wholesalers⁽¹⁾ - Total Sales and Sales Indexes for Selected Kinds of Business
for Firms Furnishing Information for the Period 1930 to 1933 (Cont'd.) -

Kind of Business	Total Net Sales				Indexes of Sales (1930 = 100.0)			
	1930	1931	1932	1933	1930	1931	1932	1933
Electrical -								
Canada	93,348,700	69,297,800	41,499,200	28,186,200	100.0	74.2	44.5	30.2
Maritime Provinces	5,991,200	4,519,900	1,859,900	1,401,900	100.0	75.4	31.0	23.4
Quebec	30,306,700	22,545,300	16,538,300	10,097,800	100.0	74.4	54.6	33.3
Ontario	39,917,800	28,665,800	16,099,400	11,466,400	100.0	71.8	40.3	28.7
Prairie Provinces	12,000,100	8,793,900	4,407,600	3,321,000	100.0	73.3	36.7	27.7
British Columbia	5,132,900	4,772,900	2,594,000	1,899,100	100.0	93.0	50.5	37.0
Groceries (including confection- ery) -								
Total	178,510,000	130,742,100	110,228,600	105,093,900	100.0	73.2	61.7	58.9
Biscuits and confectionery .	11,062,900	9,594,100	8,043,800	7,487,000	100.0	86.7	72.7	67.7
Flour and feed	106,012,000	64,104,000	49,626,800	48,546,200	100.0	60.5	46.8	45.8
Sugar	41,152,900	40,804,400	38,455,200	34,997,100	100.0	99.2	93.4	85.0
All other	20,282,200	16,239,600	14,102,800	14,063,600	100.0	80.1	69.5	69.3
Furniture and House Furnishings -								
Total	7,993,700	6,205,700	4,477,200	4,688,400	100.0	77.6	56.0	58.7
Hardware, Plumbing and Heating Equipment and Supplies -								
Total	23,617,400	17,826,600	12,541,700	11,158,800	100.0	75.5	53.1	47.2
Machinery, Equipment and Supplier -								
Canada	41,010,600	17,983,700	15,693,700	14,139,400	100.0	43.9	38.3	34.5
Maritime Provinces	1,615,400	933,400	560,400	556,100	100.0	57.8	34.7	34.4
Quebec	5,535,500	3,786,800	2,285,300	1,882,200	100.0	68.4	41.3	34.0
Ontario	11,299,600	6,461,900	4,122,200	3,933,100	100.0	57.2	36.5	34.8
Prairie Provinces	21,497,500	6,177,600	8,360,100	7,347,900	100.0	28.7	38.9	34.2
British Columbia	1,062,600	624,000	365,700	420,100	100.0	58.7	34.4	39.5

(1) Chiefly manufacturers with general sales offices and sales branches.

Table 5.--Sales of Farm Machinery and Equipment by Wholesale Dealers⁽¹⁾ and Manufacturers⁽²⁾,
by Provinces⁽³⁾, 1930 - 1933

Province	Sales				Indexes of Sales (1930 = 100.0)			
	1930 \$	1931 \$	1932 \$	1933 \$	1930	1931	1932	1933
CANADA, Total	44,090,400	16,052,600	15,582,300	13,692,000	100.0	36.4	35.3	31.1
Maritime Provinces	1,337,100	811,800	505,700	470,300	100.0	60.7	37.8	35.2
Quebec	3,337,100	2,594,100	1,620,500	1,194,500	100.0	77.7	48.6	35.8
Ontario	8,814,500	4,873,400	3,207,500	3,218,500	100.0	55.3	36.4	36.5
Manitoba	6,352,800	1,672,100	1,883,700	1,947,600	100.0	26.3	29.7	30.7
Saskatchewan	14,071,700	2,693,700	4,265,200	3,268,800	100.0	19.1	30.3	23.2
Alberta	9,784,200	3,130,700	3,961,700	3,423,000	100.0	32.0	40.5	35.0
British Columbia	393,000	276,800	138,000	169,300	100.0	70.4	35.1	43.1

(1) Includes practically all large wholesale dealers.

(2) Includes manufacturers operating distributing branches in Canada.

(3) Sales are based on the location of establishments and are not necessarily synonymous with provincial sales.

Table 6.--Distribution of Sales of Wholesale Establishments, 1933

Group	Sales of Firms Reporting 1933 \$	Percentage of Total Sales Sold to -					
		Manufacturers or Industrial Users as Supplies	Jobbers or Other Wholesalers	Chains or Department Stores	Other Retailers	Export Sales	Other
		p.c.	p.c.	p.c.	p.c.	p.c.	p.c.
<u>Wholesalers Proper</u>							
Coal and coke	27,876,500	33.6	29.6	-	32.1	-	4.7
Meats(1)	84,257,800	8.1	3.0	13.6	57.6	14.5	3.2
<u>Other Wholesalers(2)</u>							
Biscuits and confectionery .	7,717,400	-	14.6	26.9	54.7	.3	3.5
Sugar	34,997,100	18.6	60.9	14.4	3.6	2.5	-
Electrical	27,409,700	47.6	22.6	5.2	17.2	4.2	3.2
Farm machinery and equipment	18,788,400	-	1.3	-	28.3	37.5	32.9
Hardware and plumbing	11,158,800	38.7	29.8	7.6	23.0	.9	-
Rubber footwear	6,225,700	2.4	14.1	29.7	38.9	14.9	-
Tires and rubber goods	26,174,700	13.8	16.0	7.0	43.1	19.7	.4

(1) Includes sales by packing companies.

(2) Chiefly manufacturers with general sales offices or sales branches.

Table 7.--Distribution of Sales of Marketers⁽¹⁾ of petroleum products, 1933

Economic Division	Sales of Firms Reporting 1933 \$	Percentage of Total Sales to -					
		Sales to Jobbers	Sales to Retailers	Sales to Farmers and Other Primary Producers	Other Wholesale Sales	Sales at Retail Prices	(3) Export Sales Other
		p.c.	p.c.	p.c.	p.c.	p.c.	p.c.
CANADA, Total ...	155,374,800	21.6	46.0	11.9	14.5	4.0	1.4 .6
Maritime Provinces .	11,523,600	16.7	57.3	15.1	9.6	.3	.4
Quebec	26,509,300	21.8	50.7	1.3	22.0	3.0	.4
Ontario	62,076,600	21.0	52.6	4.1	11.8	7.3	.3
Manitoba	8,997,700	22.3	38.3	27.5	10.0	1.6	.3
Saskatchewan	14,574,200	25.2	32.5	38.9	2.4	.6	.4
Alberta	12,486,600	24.5	33.1	31.1	10.7	.2	.4
British Columbia ...	17,206,800	20.8	32.6	8.7	31.8	3.3	2.8

(1) Includes marketing organizations of refining companies as well as jobbers.

(2) Includes company-owned filling stations.

(3) Export sales are attributed to offices reporting such sales.

Table 8.--Receipts of Motion Picture Theatres by Cities,
1930 and 1933

City	Number of Theatres Reporting 1930	Receipts 1930 \$	Number of Theatres Reporting 1933	Receipts 1933 \$	Per Cent of 1930
<u>Maritime Provinces:</u>					
Halifax	7	848,000	6	417,000	49.2
St. John	7	484,000	5	258,300	53.4
Moncton	3	191,000	3	89,300	46.8
<u>Quebec:</u>					
Montreal	56	6,431,000	56	4,082,800	63.5
Quebec City	10	602,000	11	433,400	72.0
Three Rivers	4	173,000	4	82,400	47.6
<u>Ontario:</u>					
Toronto	92	6,440,000	86	4,658,300	72.3
Ottawa	11	965,000	11	900,500	93.3
Windsor	3	397,000	4	210,100	52.9
Hamilton	17	1,290,000	17	809,300	62.7
London	6	681,000	6	473,400	69.5
Kingston	3	248,000	3	151,900	61.3
St. Thomas	3	105,000	3	114,700	109.2
<u>Prairie Provinces:</u>					
Winnipeg	30	2,254,000	30	1,495,600	66.4
Regina	5	599,500	4	323,200	53.9
Saskatoon	5	539,000	5	264,400	49.1
Moose Jaw	3	221,000	3	125,300	56.7
Calgary	6	881,400	6	546,900	62.0
Edmonton	8	775,000	8	511,700	66.0
<u>British Columbia:</u>					
Vancouver	26	2,709,000	26	1,477,100	54.5
Victoria	5	428,000	6	303,400	70.9

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